



BOYNE RESORTS

Edelweiss Lodge

Brand Identity, Multimedia Capture
and Advertising Materials

remedy.
TELEVISION • BRANDS



INTRODUCTION

Lyndsay, Kari, Ian and Barb –

Thank you for the opportunity to put together a proposal for Edelweiss Lodge at Boyne Mountain Resort – our team is thrilled about the potential of digging into your upcoming renovation and creating a new identity for one of the resort's most well-known accommodations.

Within our deck, we've outlined our recommendations for the overarching project opportunity, based on our recent email exchange. This includes a brand identity and positioning, photography/video production, advertising materials (including signage design) and microsite guidance. We've included preliminary budget ranges for each of these items as well, noting that we can continue to refine or adjust based on your scope and specific project needs.

We appreciate your consideration!



EDELWEISS LODGE

Edelweiss Lodge, located slope-side at Boyne Mountain Resort along Victor Run, is about to embark on a full renovation. Known to many visitors as the “best spot on the mountain” – guests can literally walk out the door and enjoy the resort’s incredible ski slopes. Alternatively, during Michigan’s warmer seasons, the Edelweiss is strategically located close to some of the resort’s other amenities, including the waterpark and spa.

The upcoming renovation at Edelweiss Lodge will provide a refreshed new look and accommodation to visitors, providing another fantastic lodging option at the resort for guests who want a true ski-in, ski-out experience. In addition, the renovation provides an incredible opportunity to re-think the brand identity of the lodge, re-fresh photography and video assets, and then communicate the new Edelweiss Lodge to consumers planning a visit to Boyne Mountain Resort!

PRELIMINARY PROPOSAL

BRAND IDENTITY – DISCOVERY SESSION

- + One-day kick-off meeting with key stakeholders and marketing staff at Boyne Mountain Resort; review of all materials/designs, goals and communication objectives of renovation, scout of resort, lodge and model room (if available)
- + Three Key Personnel – VP of Development, Creative Director, Associate Creative Director / Art Director
- + Includes all travel and accommodations (one overnight)
- + Includes formal recommendation deck as follow up to discovery session

PROPOSED BUDGET: \$7,530.00

BRAND IDENTITY – POSITIONING AND BRAND BOOK

Brand Positioning

- + Development and Refinement

Brand Identity System / Style Guide

- + Brand Positioning
- + Core Brand Pillars
- + Logo
- + Proper Usage of Logo
- + Color Palette
- + Typography
- + Proper Usage of Typography
- + Guidelines on Photographic Styles
- + Brand Extension Samples (signage, key card, door hanger, etc)

PROPOSED BUDGET: \$18,550.00

PRELIMINARY PROPOSAL

STILL PHOTOGRAPHY (PRODUCTION AND POST PROCESSING)

- ✦ Includes two separate still photography shoots: a 1-day construction update (or progress) shoot, as well as a 2-day completed renovation shoot once lodge updates have been finalized
- ✦ Budget includes unlimited usage of photos
- ✦ All raw photos to be delivered to client on drive – as well as 10 final re-touched images from construction update shoot, and 24 final re-touched images from completed renovation shoot
- ✦ Includes all travel and accommodations for separate shoots

PROPOSED BUDGET: \$41,835.00

VIDEO PRODUCTION (PRODUCTION AND POST FOR CONSTRUCTION UPDATE ONLY)

- ✦ Includes two separate video shoots: a 1-day construction update (or progress) shoot, as well as a 3-day completed renovation shoot once lodge updates have been finalized. Both shoots include drone.
- ✦ Construction update shoot includes Director, Producer, Director of Photography and Assistant Camera (no paid talent). Included within this budget is post-production time for a 1-minute teaser video – to be created with construction update footage.
- ✦ Completed renovation shoot includes Director, Producer, Director of Photography, Assistant Camera, Hair/Make-Up and Production Assistant (including 8 paid talent for 2 days, non-broadcast in perpetuity, no wardrobe). No post-production time has been included for the completed renovation shoot footage, but can be budgeted separately once needs are defined.
- ✦ Includes all travel and accommodations for separate shoots.

PROPOSED BUDGET: \$108,271.25

PRELIMINARY PROPOSAL

ADVERTISING MATERIALS – CREATIVE DEVELOPMENT

- ✦ Budget includes creative development and concepting for entire campaign, to include all of the various categories listed below.

PROPOSED BUDGET: \$6,700.00

PRINT ADS

- ✦ Includes full page, ½ page, ¼ page ad, based on same creative concept.

PROPOSED BUDGET: \$2,840.00

OUT-OF-HOME

- ✦ Includes one standard OOH size.

PROPOSED BUDGET: \$2,410.00

DIGITAL BANNER TEMPLATES (VARIETY OF STANDARD SIZES, TBD)

- ✦ Note that budget does not include HTML programming.

PROPOSED BUDGET: \$5,400.00

SOCIAL VIDEOS/CONTENT

- ✦ Includes two :15 social videos and 4-6 GIFs (final scope of deliverables to be defined)

PROPOSED BUDGET: \$9,881.25

RADIO

- ✦ Budgeted for one spot, includes voiceover and recording studio.
- ✦ Talent budgeted for buyout (can be adjusted once market and cycles have been determined).

PROPOSED BUDGET: \$4,135.00

PRELIMINARY PROPOSAL

RESORT SIGNAGE

- ✦ Signage design only, does not include printing.

PROPOSED BUDGET: \$3,640.00

MICROSITE GUIDANCE

- ✦ Color palette, fonts, copywriting, logo, icons; development to be handled internally.

PROPOSED BUDGET: \$5,480.00

AGENCY FEES

- ✦ Legal
- ✦ Shipping, Couriers and Delivery

PROPOSED BUDGET: \$2,750.00



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